

highest of the bids whose advertisement is eligible to be placed on the web page; and
adding the advertisement of the selected bid to the web page.

2. The method of claim 1 wherein the selecting of a received bid is performed after receiving of the request.

*31
Canceled*
3. The method of claim 1 wherein the selecting of the received bid is based at least in part on demographics of the user.

4. The method of claim 1 wherein the selecting of the received bid is based at least in part on time at which the request is received.

5. (Amended) The method of claim 1 wherein the selecting of the received bid is based at least in part on a category to which the web page relates.

~~6.~~ (Canceled)

7. The method of claim 1 wherein the bid amount is based on points received for participating in a commercial transaction.

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8. The method of claim 7 wherein the commercial transaction is an auction.

9. The method of claim 1 wherein the bid amount is based on points received for clicking through one web page to another web page.

~~10-30.~~ (Canceled)

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31. The method of claim 1 including allocating points to users based on results of participation in transactions and wherein a bid amount indicates a number of allocated points.

32. The method of claim 31 wherein the transaction is an auction.

33. The method of claim 32 wherein the participation is listing of an item to be auctioned.

34. The method of claim 32 wherein the participation is placing a bid on an item.

35. The method of claim 32 wherein the participation is purchasing the item.

36. The method of claim 31 wherein the participation is providing a web page through which a person selects another web page.

*b3
cancel*

~~37-40~~ (Canceled)

41. The method of claim 31 wherein a bid is received from a software component that identifies an advertising strategy for the user.

b4

42. The method of claim 41 wherein the advertising strategy is based at least in part on access patterns of users to categories with which display space is associated.

43. The method of claim 41 wherein the advertising strategy is based at least in part on similarity of an item being advertised to a category with which the display space is associated.

44. The method of claim 41 wherein the advertising strategy is based at least in part on whether an item being advertised competes with an item associated with the display space.

45. (Amended) A computer system for allocating advertising space on display pages, comprising:

- a database for storing bids indicating bid amount, an advertisement, and display page eligibility;
- a component that receives a request to allocate an advertisement for a display page;
- a component that selects a bid based on bid amount and display page eligibility stored in the database, wherein the selected bid does not have the highest bid amount of those bids whose advertisement is eligible to be displayed on the display page; and
- a component that indicates that the advertisement of the selected bid is being allocated to advertising space of the display page.

46 The computer system of claim 45 wherein the selecting of a bid is performed after receiving of the request.

47. The computer system of claim 45 wherein the display page eligibility is based in part on demographics of the user.

48. The computer system of claim 45 wherein the display page eligibility is based in part on time at which the request is received.

49. The computer system of claim 45 wherein the display page eligibility is based in part on a category to which the display page relates.

50. (Amended) The computer system of claim 45 including associated with each bid a requested number of advertisements to be placed within a specified time period, and wherein bids are selected in part on a likelihood that the requested number of advertisements associated with the bid will be placed within a specified time period.

51. The computer system of claim 45 wherein the bid amount is based on points received for participating in a commercial transaction.

52. The computer system of claim 51 wherein the commercial transaction is an auction.

53. The computer system of claim 45 wherein the bid amount is based on points received for clicking through one display page to another display page.

54. The computer system of claim 45 wherein the bid amount varies based on degree to which the display page matches the display page eligibility.

55. The computer system of claim 45 wherein display space is auctioned to bidders.

56-74. (Canceled)

75. (New) A method in a computer system for allocating display space on a web page, the method comprising:

providing a plurality of advertising plans, each advertising plan having a bid amount, an advertisement, and a specification of a display space to which the advertisement is to be allocated;

receiving a request to select an advertisement for a display space of a web page;

identifying advertising plans whose specification of display space match the display space of the web page; and

selecting an identified advertising plan whose advertisement is to be displayed on the display space of the web page and whose bid amount is not the highest bid amount of the identified advertising plans wherein selecting such an identified advertising plan tends to increase overall advertising revenue.

76. (New) The method of claim 75 wherein each advertising plan has an end time and a requested number of advertisement placements and wherein the selecting

selects an advertisement plan with a lower bid amount that is near its end time rather than an advertisement plan with a higher bid amount that is not as near its end time.

77. (New) The method of claim 76 wherein each advertising plan includes a requested number of web pages on which to place advertisements and wherein the selecting factors in the number of the requested number of web pages on which advertisements have been placed.

78. (New) The method of claim 75 including dynamically generating a normalized bid amount for at least some of the advertising plans and wherein the selecting selects the identified advertising plan with the highest normalized bid amount.

75-84
79. (New) The method of claim 78 wherein the normalized bid amount for an advertising plan factors in the likelihood that the advertisement will be included on a requested number of web pages.

80. (New) The method of claim 75 wherein the identifying of the advertising plans is based at least in part on demographics of a user requesting the web page.

81. (New) The method of claim 75 wherein the identifying of the advertising plans is based at least in part on a category to which the web page relates.

82. (New) The method of claim 75 wherein a bid amount is based on points received for participating in a commercial transaction.

83. (New) The method of claim 82 wherein the commercial transaction is an auction.

84. (New) The method of claim 83 wherein the participation is a listing of an item to be auctioned.

85. (New) The method of claim 83 wherein the participation is bidding at the auction.

86. (New) The method of claim 83 wherein the participation is placing the winning bid at the auction.

87. (New) The method of claim 75 wherein an advertising plan is received from a software component that identifies an advertising strategy.

88. (New) The method of claim 87 wherein the advertising strategy is based at least in part on access patterns of users to categories with which display space is associated.

89. (New) The method of claim 87 wherein the advertising strategy is based at least in part on similarity of an item being advertised to a category with which the display space is associated.

90. (New) The method of claim 87 wherein the advertising strategy is based at least in part on whether an item being advertised competes with an item associated with the display space.

91. (New) A computer system for allocating display space on a display page, comprising:

a component that provides a plurality of advertising plans;

receiving a request to select an advertisement for a display space of the display page;

identifying advertising plans whose advertisements can be placed on the display space of the web page; and

selecting an identified advertising plan whose advertisement is to be displayed on the display space of the display page and whose bid amount is not the highest bid amount of the identified advertising plans wherein selecting

such an identified advertising plan tends to increase overall advertising revenue.

92. (New) The computer system of claim 91 wherein each advertising plan has an end time and a requested number of advertisement placements and wherein the selecting selects an advertisement plan with a lower bid amount that is near its end time rather than an advertisement plan with a higher bid amount that is not as near its end time.

93. (New) The computer system of claim 92 wherein each advertising plan includes a requested number of display pages on which to place advertisements and wherein the selecting factors in the number of the requested number of display pages on which advertisements have been placed.

94. (New) The computer system of claim 91 including generating a normalized bid amount for at least some of the identified advertising plans and wherein the selecting selects the identified advertising plan with the highest normalized bid amount.

95. (New) The computer system of claim 94 wherein the normalized bid amount is generated dynamically.

96. (New) The computer system of claim 94 wherein the normalized bid amount for an advertising plan factors in the likelihood that the advertisement will be included on a requested number of display pages.

97. (New) The computer system of claim 91 wherein an advertising plan is received from a software component that identifies an advertising strategy.

98. (New) The computer system of claim 97 wherein the advertising strategy is based at least in part on access patterns of users to categories with which display space is associated.

99. (New) The computer system of claim 97 wherein the advertising strategy is based at least in part on similarity of an item being advertised to a category with which the display space is associated.

100. (New) The computer system of claim 97 wherein the advertising strategy is based at least in part on whether an item being advertised competes with an item associated with the display space.

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